

REP HEADLINE# 6368307 TRF# 336335
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT23/12 18.2
CHANGES ** WPXI-TV **

ADV # 017034 ADV. NAME POLI/E VOGEL/R/SEN/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

REP. # OFF. # 18 SALESMAN #

7669 STAGERS LOOP
DELAWARE, OH 43015

BUYER NAME WHITNEY EVERSOLE
SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6368307

PRDCT ELDER VOGEL 10/10 EST#2884 COMMENTS: (LINE, ORDER, INVOICE) CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT10/12 OCT23/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT23/12 18.2

REP: TO JEN
FR LUINDSEY FOR CHERYL
M1 OK
TTLS \$36,875
PLEASE CONFIRM, THANKS!

STA:
CON CM

OK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	S		1135P-1205A	30		\$1,700.00	10/14	10/14	0		SUN	0
17	S		1135P-1205A	30		\$1,700.00	10/21	10/21	0		SUN	0
PROGRAM : NEWS												
24	A		1130P-1235A	30		\$1,700.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
ORD COM1: TIMG CHG												
ORD COM2: SPT ARE BOOKED- THX JEN												
THIS IS A MAKE-GOOD FOR OCT14 ON LINE-17 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = AGENCY EST# = 2884
AGENCY PRODUCT CODE =

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ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM REP

OCT23/12 18.2
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#17	MISSED: SUN/1135P-1205A				OCT14		30S	\$1,700.00	(OCT19/12)	
			OFFER: SUN/1130P-1235A				OCT14		30S	\$1,700.00	PLS ADVISE.	
			CMT: TIMG CHG									
			CMT: SPT ARE BOOKED- THX JEN									
OCT/12			36875.00									

CONTRACT TOTAL 36875.00
TOTAL SPOTS 46

36875
46

MARKET TOTALS \$127,155 WPXI 29% KDKA 34% WTAE 24% WPGH 13% CABL 0% WPCW 0% WPMY 0%
EST

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6368307 TRF# 336335
\$\$\$ MOD# 1: APPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT19/12 11.42
*** WPXI-TV ***

ADV # 017034 ADV. NAME POLI/E VOGEL/R/SEN/PA

REP. # OFF. # 18 SALESMAN #

AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP

SALES PRSN WA- CHERYL BLAIR

DELAWARE, OH 43015

ORDER # CONTRACT # 6368307

CLASS: NATL. LOCAL REGIONAL

PRDCT ELDER VOGEL 10/10 EST#2884 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT10/12 OCT23/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT19/12 11.42

REP: TO JEN
FR CHERYL
OFFERS ADDED PER CARD
M2 OK
PLS CNF THANKS

STA: UPDATE M1

SON CM

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#17 MISSED: SUN/1135P-1205A

OFFER: SUN/1130P-1235A

OCT14 30S \$1,700.00 (OCT19/12)
OCT14 30S \$1,700.00 PLS ADVISE.

CMT: TING CHG
CMT: SPT ARE BOOKED- THX JEN

M2 OK'D BUY#12

BUY#17

MISSED: SAT/600P-630P

SUN/1135P-1205A

OFFER: M-TU/500A-530A

& M-TU/400A-430A

& M-TU/430A-459A

& M-TU/530A-600A

CMT: OFFERS OK PER BUYER

OCT13 30S \$625.00 (OCT18/12)
OCT21 30S \$1,700.00
OCT22 30S \$400.00 PLS ADVISE.
OCT22 30S \$100.00
OCT22 30S \$175.00
OCT22 (3/WK) 30S \$550.00

CONTRACT TOTAL 36875.00
TOTAL SPOTS 46